

# LEADING GROWTH COMPANIES

U.S.-Middle East Partnership Initiative



## BUSINESS WOMEN'S SUMMIT FOR THE MIDDLE EAST AND NORTH AFRICA



Tunis, Tunisia  
May 24-26, 2005

### YOU'LL HAVE THE OPPORTUNITY TO:

- » *Explore New Markets*
- » *Improve Your Skills*
- » *Generate Practical Ideas*
- » *Build Peer Networks*
- » *Learn From Leaders*
- » *Find Venture Partners*

### INTERESTED IN ATTENDING THIS ONE-OF-A-KIND SUMMIT?

*Your invitation letter will have all the details on registration and travel. If you have questions or need more information, you can email [mdonnett@beysterinstitute.org](mailto:mdonnett@beysterinstitute.org)*

The Middle East and North Africa region (MENA) is becoming a new global market opportunity and entrepreneurs across the region and around the world need to be ready to do business there.

For growing companies, the opening of new international markets requires smart leadership and skillful management. Business owners and executives need to be prepared to finance expansion, conduct international trade, and establish joint ventures to take advantage of the opportunities offered by new trade agreements and expanded consumer desires.

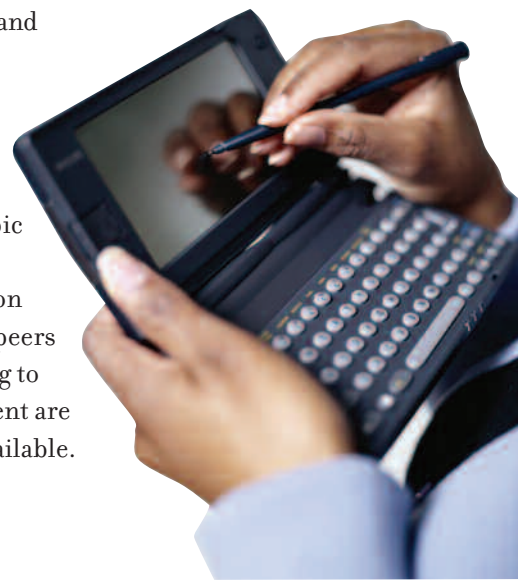
Leading Growth Companies will help you meet the business challenges sure to come. A select group of women entrepreneurs and business executives from the U.S. and the MENA region will meet at this invitation only, three-day forum to expand opportunities for their businesses, enhance their leadership and management skills, and network with important international leaders from business and civil society organizations.

### GAIN PRACTICAL INSIGHTS

The Summit offers you a chance to experience different approaches and techniques for running and leading companies. A panel featuring key leaders from the MENA region will share their leadership successes and hard-earned lessons. You'll also participate in customized learning sessions and interactive workshops, and hear from experts in leadership, marketing, finance and trade.

### PERSONALIZE YOUR EXPERIENCE

Wednesday's luncheon will offer a variety of topic tables allowing you to discuss specific business issues in a roundtable setting. Use your luncheon experience to gain valuable insights from your peers and business experts. Topics such as presenting to investors, managing budgets and recruiting talent are just a few of the discussion areas that will be available.



# LEADING GROWTH COMPANIES



## BUSINESS WOMEN'S SUMMIT FOR THE MIDDLE EAST AND NORTH AFRICA



Tunis, Tunisia  
May 24-26, 2005

### DEVELOP YOUR NETWORK

While you're at the Summit, be sure to visit the trade fair, where you will have the chance to learn more about organizations that support women's entrepreneurship and international trade. Innovative companies interested in business in the MENA region will be exhibiting.

### LOCATION

The Marriott Renaissance hotel offers an elegant resort for guests relaxing and doing business in the Tunis area, offering proximity to the antique sites of Carthage, the picturesque Village of Sidi Bou Said, the main business districts, and important landmarks.

A special evening reception will be held at the Acropolium in the building of the old Saint-Louis Cathedral, built in 1884. This historic building reflects Byzantine architecture, with marble columns, gilded ceilings and stained glass, and is a prime cultural and tourist institution.

### ABOUT THE BEYSTER INSTITUTE

*The Beyster Institute at the Rady School, University of California, San Diego is dedicated to building high performing organizations worldwide, ensuring economic vitality and enhancing community well being through entrepreneurship and employee ownership. The Institute has performed entrepreneurship training, policy analysis and enterprise development work in over twenty countries and currently has offices in San Diego, CA and Washington, DC.*

### ABOUT OUR SPONSORS

The U.S. Department of State's Middle East Partnership Initiative (MEPI) is a Presidential initiative founded to support economic, political, and educational reform efforts in the Middle East and champion opportunity for all people of the region, especially women and youth.

WE Inc. is a nonprofit business association that works to improve and enhance the economic climate for women entrepreneurship by advocating for policy solutions that encourage business ownership by women, and providing information and resources to entrepreneurs at all stages of their business development.





# LEADING GROWTH COMPANIES

U.S.-Middle East Partnership Initiative



## BUSINESS WOMEN'S SUMMIT FOR THE MIDDLE EAST AND NORTH AFRICA



Tunis, Tunisia  
May 24-26, 2005

### AGENDA

#### TUESDAY, MAY 24

- 0800 Registration / Breakfast
- 0930 Welcome to Participants
- 1000 CEO panel: Leadership lessons from Successful Entrepreneurs in the MENA Region
- 1130 Networking / Structured Discussion
- 1200 Lunch
- 1345 Workshop I
- 1545 Break
- 1615 Keynote presentation
- 1700 Adjourn
- 1800 Reception in hotel—Trade Fair

- 1100 Workshop II
- 1300 Lunch: Roundtable topics with experts
- 1430 Next Steps: Building a Business Women's Coalition
- 1630 Adjourn
- 1800 Reception at Cathedral

#### THURSDAY, MAY 26

- 0800 Breakfast / Networking
- 0900 Panel: How to Raise Capital
- 1030 Workshop III
- 1230 Adjourn / Closing

#### WEDNESDAY, MAY 25

- 800 Breakfast / Networking
- 0900 Panel: Women Entrepreneurship: The U.S. Perspective
- 1030 Break

#### Workshop topics may include:

- Enhancing Leadership Skills*
- Entrepreneurial Marketing*
- Financing Growth Companies*
- Improving Communications Skills*
- Motivating Employees*
- Recruiting and Retaining Talent*